

ABSTRACT OF THE DISCLOSURE

Disclosed are a data broadcasting system and an operating method thereof that can provide advertisement while a viewer receives data with a delay. A method for operating a data broadcasting system of the present invention includes the steps of: downloading a data service table for a specific application at the client; providing an advertisement and performing a data receiving process at the same time with reference to the data service table; and executing the specific application using data files extracted through the data receiving process.